



## P O L I C Y

### Use of Social Media

Parish of St Mary The Less, Cambridge (LSM) – Charity no. 1130017

January 2022

1. This policy on the use of social media follows the guidance and recommendations in, and is to be read in conjunction with, Section 12 of the Parish Safeguarding Handbook.
2. The PCC authorises the incumbent to set up accounts on relevant social media such as Facebook, Instagram, and Twitter. The incumbent is the sole responsible person for these accounts, even if he delegates the task of writing posts, messages, or tweets to the Associate Vicar and/or Associate Priests. All references to the incumbent apply to the Associate Vicar and the Associate Priests when performing delegated tasks.
3. The incumbent will follow the guidance on the use of social media on pages 38 to 40 of the Parish Safeguarding Handbook and will make sure that the Associate Vicar and/or Associate Priests, to whom they may have delegated tasks, have read and will follow the guidance.
4. The incumbent will draw clear boundaries around their social media usage associated with their private life and their use of different social media for public ministry.
5. The incumbent will keep LSM's accounts and profiles separate from their personal social media accounts.
6. In its use of social media, LSM will follow the guidance of the Church of England, and specially will:
  - a) maintain the upmost integrity, honesty, transparency, consistency;
  - b) treat online communication with children, young people, and adults as LSM would treat face to face communication, including maintaining the same level of confidentiality.
  - c) report any safeguarding concerns that arise on social media to the PSO and the DSA.
7. LSM will ask for written consent from parents to:
  - a) use and store photographs of children/young people from activities or events in official church publications, or on the church's social media, website and displays.
  - b) use telephone, text message, email and other messaging services to communicate with young people.



- c) connecting to young people through the church's social media accounts and pages.
8. LSM will only use the official LSM accounts to communicate with children, young people and/or vulnerable adults.
9. Any inappropriate material received through social networking sites or other electronic means will be saved and downloaded to hard copy and shown, if appropriate, to the Diocesan Safeguarding Adviser.
10. LSM will not allow content to contain, or share links to other sites that contain:
  - a) libellous, defamatory, bullying or harassing statements.
  - b) breaches of copyright and data protection.
  - c) material of an illegal nature.
  - d) offensive sexual or abusive references.
  - e) inappropriate language.
  - f) anything which may be harmful to a child, young person or vulnerable adult, or which may bring the church into disrepute or compromise its reputation.
11. The PCC authorises the Director of Music to set up LSM-Choir accounts on relevant social media such as Facebook, Instagram, and Twitter. The Director of Music is the sole responsible person for these accounts.
12. The Director of Music will follow the guidance contained in Clauses 1 and 3-10 herein, and will report any problem or inappropriate content to the Incumbent.
13. Other activity groups within LSM will have to seek authorisation from the PCC to set up social media accounts.
14. This policy will be reviewed on January 2023.